



Our Ref. : (3) in SWD/S/109/15/2
Tel. No. : 2892 5101
Fax No. : 2838 0757

23 February 2024

Heads of Non-governmental Organisations (NGOs)
operating subvented services / Service operators of subsidised services

Dear Sir / Madam,

**Acknowledgement of Subventions and Subsidies for Services
Funded by the Social Welfare Department**

I am writing to promulgate the requirement for service operators receiving subventions and/or subsidies from the Social Welfare Department (SWD) to display a new logo to acknowledge the Government's financial support in providing welfare services.

Services Subvented / Subsidised by SWD and/or Supported by the Lotteries Fund (LF)

2. The Government has been providing substantial funding to service operators for operating a wide range of welfare services. To reflect the Government's commitment as well as facilitate the public in identifying the welfare services funded by the Government, we would request that service operators acknowledge services and/or projects that are subvented / subsidised by the SWD and/or supported by the LF.

3. To this end, a new logo (**Annex**) has been designed for service operators to present and display as follows -

- (a) post the logo at prominent locations (e.g. entrance, reception counter) of a subvented / subsidised service unit;
- (b) display the logo on publicity materials, including but not limited to service pamphlets, posters, banners, websites, newspapers, television and social media where applicable, when introducing and/or promoting subvented / subsidised services;
- (c) include the logo in annual reports, newsletters, publications etc. to indicate the services are subvented / subsidised by the SWD;
- (d) follow the acknowledgement requirements for an LF grant to construct / renovate / fit-out / furnish a facility at an amount of \$1,500,000 or above, and for a vehicle (whether new / replacement) purchased as stipulated in the LF Manual paragraph 7.2.2; and



- (e) any other forms of advertisement and publicity materials as advised or approved by the SWD.

For the detailed specifications of the logo for the subvented / subsidised services by the SWD and/or projects supported by the LF, please refer to the respective guidelines and electronic files at Annex.

Display of Logo

4. To facilitate NGOs / service operators to display the new logo, we have produced stickers and acrylic boards¹ which will be distributed to your head office. Please arrange for distribution to the subvented / subsidised service units of your organisation for displaying the logo. In the event where other donations are received by a subvented / subsidised service unit for which display of logo is required, NGOs / service operators should consult the SWD.

5. Regarding LF Grants, for those projects approved on or after the date of this letter, please comply with the guidelines at Annex which stipulate the latest requirements on the acknowledgement of LF projects. For those LF projects which have already been approved with acknowledgement requirements, beneficiary NGOs should adopt the new logo and comply with the guidelines at Annex when producing the commemorative plaque(s) for your newly constructed / renovated / fitted-out / furnished facility(ies) or painting the acknowledgement on your newly purchased vehicle(s), if production of commemorative plaque(s) or painting works for vehicle have not yet commenced.

6. For enquiries relating to the subvented services or the LF projects, please contact the Liaison Officer of Subventions Section designated for your organisation or the Project Officer of your LF projects. Regarding subsidised services, please contact the respective service branches.

Yours sincerely,

(Miss-CHAN Chong-lai)
for Director of Social Welfare

c.c. Chairpersons of NGOs

Internal
ADs
DSWOs

¹ The stickers and acrylic boards should be properly maintained. Spare copies should be kept for future use.